

**WMC**

## ORDER



Flight Dates 10/31/12-11/06/12

Order Sep      00:15:00

Product

**Estimate #            3157**

Contract / Revision                      **843579** /

FLINN FOR CONGRESS (R-TN) 315

**Alt Order #**                    **6400432**

Original Date / Revision  
10/30/12 10/30/12

Agency Com 15%

<u>Billing Type</u>	Cash
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### Billing Contact

<u>Order Type</u>	Political
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Advertiser **Flinn, George**

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Agency     **Strategic Media Placement.**

Demographic A35+

Buying Contact **Whitney Eversole**

Rev Codes	Agency	Political	Pol-Candid
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Product Codes PL810

**7669 Stagers Loop  
Delaware, OH 43015**

Sales Office    T-PHI

Priority P 4

Sales Region National

Advertiser RefAgency Ref

Primary Account Executive  
Jim Quinn

Account Executive	Order%	Start Date	End Date
Jim Quinn	100%		

Order Share 30%    Market Value 55000

Competing Station	% of Order	Amount
WBUY	%	0
WHBQ	18%	9900
WKNO	%	0
WLMT	1%	550
WMAV	%	0
WMct	%	0
WMCw	%	0
WPTY	4%	2200
WPXX	%	0
WREG	47%	25850

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	40	\$14,025.00	\$16,500.00	0.00	10/29/12	11/06/12	40	\$14,025.00	\$16,500.00
<b>Totals</b>	<b>40</b>	<b>\$14,025.00</b>	<b>\$16,500.00</b>	<b>0.00</b>					

### Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	40	\$14,025.00	\$16,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 1	WMC	10/31/12	11/02/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	--WTF--	:30	3	\$350.00	P 4	0.00	NM	3	\$1,050.00
1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3		\$350.00		0.00					
N 2	WMC	11/05/12	11/06/12	Action News 5 @ 6a Action News 5 @ 6a	Comm	6-7a	MT-----	:30	2	\$350.00	P 4	0.00	NM	2	\$700.00
2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/05/12	11/11/12	MT-----		2		\$350.00		0.00					
N 3	WMC	10/31/12	11/02/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	4	\$250.00	P 4	0.00	NM	4	\$1,000.00
3															

Contract / Revision **843579** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **Flinn, George**Product **FLINN FOR CONGRESS (R-)** Estimate # **3157**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WMC	10/31/12	11/02/12	NBC Today Show NBC Today Show	Comm	7-9a	--WTF--	:30	4	\$250.00	P 4	0.00 NM	4	\$1,000.00
3														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--WTF--					4	\$250.00		0.00		
N 4	WMC	11/05/12	11/06/12	NBC Today Show NBC Today Show	Comm	7-9a	MT-----	:30	2	\$250.00	P 4	0.00 NM	2	\$500.00
4														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	MT-----					2	\$250.00		0.00		
N 5	WMC	11/03/12	11/03/12	NBC Saturday Today Show NBC Saturday Today Sho	Comm	SAT 6-8a	-----S-	:30	1	\$175.00	P 3	0.00 NM	1	\$175.00
5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S-					1	\$175.00		0.00		
N 6	WMC	11/03/12	11/03/12	Action News Saturday @ 8 Action News Saturday @	Comm	SAT 8-10a	-----S-	:30	1	\$125.00	P 4	0.00 NM	1	\$125.00
6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S-					1	\$125.00		0.00		
N 7	WMC	11/04/12	11/04/12	Action News Sunday @ 8 Action News Sunday @ 8	Comm	SUN 8-9a	-----S	:30	1	\$150.00	P 4	0.00 NM	1	\$150.00
7														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S					1	\$150.00		0.00		
N 8	WMC	10/31/12	11/02/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	--WTF--	:30	3	\$400.00	P 4	0.00 NM	3	\$1,200.00
8														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--WTF--					3	\$400.00		0.00		
N 9	WMC	11/05/12	11/05/12	Action News 5 @ 5p M-F Action News 5 @ 5p	Comm	M-F 5-530p	M-----	:30	2	\$400.00	P 4	0.00 NM	2	\$800.00
9														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	M-----					2	\$400.00		0.00		
N 10	WMC	10/31/12	11/02/12	Action News 5 @ 6p M-F Action News 5 @ 6p	Comm	M-F 6-630p	--WTF--	:30	4	\$500.00	P 4	0.00 NM	4	\$2,000.00
10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--WTF--					4	\$500.00		0.00		
N 11	WMC	11/05/12	11/05/12	Action News 5 @ 6p M-F Action News 5 @ 6p	Comm	M-F 6-630p	M-----	:30	1	\$500.00	P 4	0.00 NM	1	\$500.00
11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	M-----					1	\$500.00		0.00		
N 12	WMC	11/03/12	11/03/12	Sat Action News 5 @ 6p Sat Action News 5 @ 6p	Comm	SAT 6-630p	-----S-	:30	1	\$200.00	P 4	0.00 NM	1	\$200.00
12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S-					1	\$200.00		0.00		
N 13	WMC	11/03/12	11/03/12	Wheel of Fortune SAT Wheel of Fortune	Comm	SAT 630-7p	-----S-	:30	1	\$250.00	P 4	0.00 NM	1	\$250.00



### Hiatus Dates

Order Sep 00:15:00

Product **FLINN FOR CONGRESS (R-** Estimate # **3157**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WMC	11/03/12	11/03/12	Wheel of Fortune SAT Wheel of Fortune	Comm	SAT 630-7p	-----S-	:30	1	\$250.00	P 4	0.00	NM	1	\$250.00
13															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$250.00		0.00			
N 14	WMC	11/04/12	11/04/12	Sun Action News 5 @ 5p Sun Action News 5 @ 5p	Comm	SUN 5-530p	-----S	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$200.00		0.00			
N 15	WMC	10/31/12	11/02/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	--WTF--	:30	4	\$600.00	P 4	0.00	NM	4	\$2,400.00
15															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--		4				\$600.00		0.00			
N 16	WMC	11/05/12	11/05/12	Wheel of Fortune M-F Wheel of Fortune	Comm	M-F 630-7p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
16															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 17	WMC	10/31/12	11/02/12	Late News M-F M-F Late News	Comm	M-F 10-1035p	--WTF--	:30	4	\$600.00	P 4	0.00	NM	4	\$2,400.00
17															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--		4				\$600.00		0.00			
N 18	WMC	11/05/12	11/05/12	Late News M-F M-F Late News M-F	Comm	M-F 10-1035p	M-----	:30	1	\$600.00	P 4	0.00	NM	1	\$600.00
18															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$600.00		0.00			
N 19	WMC	11/03/12	11/03/12	Late News Sa SAT Late News	Comm	SAT 10-1030p	-----S-	:30	1	\$400.00	P 4	0.00	NM	1	\$400.00
19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1				\$400.00		0.00			
N 20	WMC	11/04/12	11/04/12	11p Su Action News foot 11p Sun Action News	Comm	SUN 11-1130p	-----S	:30	1	\$500.00	P 4	0.00	NM	1	\$500.00
20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$500.00		0.00			
N 21	WMC	11/04/12	11/04/12	Football Night in America Football Night in America	Comm	SUN 6-715p	-----S	:30	1	\$750.00	P 4	0.00	NM	1	\$750.00
21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$750.00		0.00			
Totals														40	\$16,500.00

REP HEADLINE# 6400432  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 610-225-7233  
HARRIS REPORT FROM REP  
OCT30/12 13.58  
\*\*\* WMC-TV \*\*\*

ADV # ADV. NAME POLI/G FLINN/R/CON/TN  
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

REP. # OFF. # SALESMAN #

BUYER NAME WHITNEY EVERSOLE

SALES PRSN PH- JIM QUINN

ORDER # CONTRACT # 6400432

CLASS: NATL. LOCAL REGIONAL

PRDCT FLINN FOR CONGRESS EST#3157 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT31/12 NOV6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT30/12 13.58

REP: NEW POLITICAL ORDER

ED: 10/31 - 11/6  
TTL: \$16,500  
PLS CNF  
THANKS  
ANGELA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

GEORGE FLINN FOR CONGRESS 2012

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 3157

1			600A-700A	30	4	\$350.00	10/31	11/2	3		W-F	3
---	--	--	-----------	----	---	----------	-------	------	---	--	-----	---

PROGRAM : NEWS

2			600A-700A	30	4	\$350.00	11/5	11/6	2		M-TU	2
---	--	--	-----------	----	---	----------	------	------	---	--	------	---

PROGRAM : NEWS

3			700A-900A	30	4	\$250.00	10/31	11/2	4		W-F	4
---	--	--	-----------	----	---	----------	-------	------	---	--	-----	---

PROGRAM : NEWS  
ORD COM1 : 2X MAX/DAY: P

10/30/12

REP: TEL# 610-293-4100 FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT30/12 13.58  
\*\*\* WMC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A	30	4	\$250.00	11/5	11/6	2		M-TU	2
PROGRAM : NEWS												
5			600A-800A	30	3	\$175.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
6			800A-1000A	30	4	\$125.00	11/3	11/3	1		SAT	1
PROGRAM : TODAY SHOW												
7			800A-900A	30	4	\$150.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
8			500P-530P	30	4	\$400.00	10/31	11/2	3		W-F	3
PROGRAM : NEWS												
9			500P-530P	30	4	\$400.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
ORD COM1 : 2X MAXDAY												
10			600P-630P	30	4	\$500.00	10/31	11/2	4		W-F	4
PROGRAM : NEWS												
ORD COM1 : 2X MAXDAY:TH												
11			600P-630P	30	4	\$500.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
12			600P-630P	30	4	\$200.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
13			630P-700P	30	4	\$250.00	11/3	11/3	1		SAT	1
PROGRAM : WHEEL OF FORTUNE												
14			500P-530P	30	4	\$200.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												

REP HEADLINE# 6400432  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-7233  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT30/12 13.58  
 \*\*\* WMC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15			630P-700P	30	4	\$600.00	10/31	11/2	4		W-F	4
PROGRAM : WHEEL OF FORTUNE												
16			630P-700P	30	4	\$600.00	11/5	11/5	1		MON	1
PROGRAM : WHEEL OF FORTUNE												
17			1000P-1035P	30	4	\$600.00	10/31	11/2	4		W-F	4
PROGRAM : NEWS												
18			1000P-1035P	30	4	\$600.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
19			1000P-1030P	30	4	\$400.00	11/3	11/3	1		SAT	1
PROGRAM : NEWS												
20			1100P-1130P	30	4	\$500.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
21			630P-715P	30	4	\$750.00	11/4	11/4	1		SUN	1
PROGRAM : NFL PREGAME												
6-715P												
NOV/12 16500.00												
CONTRACT TOTAL												16500.00
TOTAL SPOTS												40

MARKET TOTALS \$55,000 WMC 30% WHEQ 18% WREG 47% WPTV 4% WTVT 1% WPXX 0%  
 SVC- NSI  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



**FEDERAL CANDIDATE**



**STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

**Date:**

I, KEGAN BERAN

being/on behalf of: GEORGE FLINN, a legally

qualified candidate of the REPUBLICAN political

party for the office of: U.S. House of Representatives - Tennessee Congressional District 9

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Flinn for Congress - 1661 Aaron Brenner Dr. Ste 300. Memphis, TN 38120

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACK MICHAEL SAMMONS

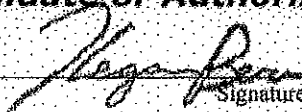
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/10/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:


☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

9/10/12

date

